



**These cigarette holders can give you a cleaner taste.**

**So can this one.**

A cigarette holder keeps the end of the cigarette away from your lips.

Naturally, that gives you a clean taste.

The tip of a Parliament does the same thing.

Inside the firm shell there's a filter, recessed away from your lips.

So instead of tasting the filter, you taste good, clean flavor.

The Parliament cigarette holder. It does what other holders do.

In a new kind of way.



It works like a cigarette holder works.

Reg. 10 mg. "tar", 1.0 mg. nicotine—av. per cigarette, FTC Report Nov. '70

